

Utah Main Street Community Survey

Note: The name of the local town should be inserted for every “Town” in the survey and the name of the local county should be inserted in place of every “County” in the survey.

1. Where do you live?
- ☐ 1) Town (downtown area) - *(use this distinction for larger towns only)*
 - ☐ 2) Town (other than downtown)
 - ☐ 3) County (other than Town) specify which town: _____
 - ☐ 4) Outside of county

If surveys are mailed to local residents only, all of question #1 would not be necessary.

2. Where do you work? (Please check the ONE best response.)
- ☐ 1) Town (downtown area)
 - ☐ 2) Town (other than downtown)
 - ☐ 3) County (other than Town) specify which town: _____
 - ☐ 4) Outside of County
 - ☐ 5) Not currently employed

3. What is the primary reason you go to Town’s Main Street? *(Please check the one best response.)*
- ☐ 1) Employment
 - ☐ 2) Grocery Shopping
 - ☐ 3) Non-Grocery Shopping
 - ☐ 4) Restaurants
 - ☐ 5) Entertainment
 - ☐ 6) Library
 - ☐ 7) Post Office
 - ☐ 8) Other (please specify) _____

(Each town may want to add specific downtown attractions to the above list — such as post office, school district offices, etc.)

4. On what days do you do most of your shopping?
- | | |
|---------------------------------------|---|
| <input type="checkbox"/> a) Sunday | <input type="checkbox"/> e) Thursday |
| <input type="checkbox"/> b) Monday | <input type="checkbox"/> f) Friday |
| <input type="checkbox"/> c) Tuesday | <input type="checkbox"/> g) Saturday |
| <input type="checkbox"/> d) Wednesday | <input type="checkbox"/> h) No Preference |

5. When would you prefer to shop *(please check the ONE best response)?*
- | | |
|--|---|
| <input type="checkbox"/> 1) Before noon | <input type="checkbox"/> 4) After 6 p.m. |
| <input type="checkbox"/> 2) Noon to 3 p.m. | <input type="checkbox"/> 5) No preference |
| <input type="checkbox"/> 3) 3 p.m. to 6 p.m. | |

6. Where do you do most of your non-grocery shopping? *(Please check the ONE best response)*
 _____ 1) Town
 _____ 2) (List of competitive towns)
 _____ 3) Elsewhere (please specify) _____
7. What are the major reasons that you go there to shop? *(Please check no more than three responses.)*
 _____ a) Selection of merchandise
 _____ b) Extended shopping hours
 _____ c) Price/Value
 _____ d) Quality of businesses
 _____ e) Less traffic
 _____ f) National chain stores
 _____ g) Sales and promotions
 _____ h) Loyalty
 _____ i) Better customer service
 _____ j) Familiarity with businesses
 _____ k) Cleanliness/better environment
 _____ l) Parking
 _____ m) Accessibility/convenience to employment
 _____ n) Other (please specify) _____
8. How often do you shop in Town for non-grocery goods?
 _____ 1) 3 or more times per week
 _____ 2) 1 or 2 times per week
 _____ 3) 1 to 2 times per month
 _____ 4) Seldom
 _____ 5) Never
9. What are the greatest strengths of Town's Main Street business district?

10. What are the greatest weaknesses of Town's Main Street business district?

11. Part 1: How important is it to you to have the following goods available in Town? *(Please rate on a scale of 1 to 5, with 1 meaning Very Important and 5 meaning Not Important.)* Part 2: How available are quality goods as listed below, in Town? *(Please rate on a scale of 1 to 5, with 1 meaning Very Available and 5 meaning Not Available at All.)*

PART 1: SHOPPING IMPORTANCE

Very Important Unimportant

1	2	3	4	5	a) Lumber & building materials
1	2	3	4	5	b) Paint & wallpaper
1	2	3	4	5	c) Hardware
1	2	3	4	5	d) Nurseries & garden 1
1	2	3	4	5	e) Department & variety stores
1	2	3	4	5	f) Furniture
1	2	3	4	5	g) Appliances

PART 2: AVAILABILITY

Very Available Not Available

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
2	3	4	5	
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

1	2	3	4	5	h) Radio, TV & Electronics	1	2	3	4	5
1	2	3	4	5	i) Computers and Software	1	2	3	4	5
1	2	3	4	5	j) Tapes and CD's	1	2	3	4	5
1	2	3	4	5	k) Hobby, Toy and Games	1	2	3	4	5
1	2	3	4	5	l) Drugstores	2	3	4	5	
1	2	3	4	5	m) Office/School Supplies	1	2	3	4	5
1	2	3	4	5	n) Jewelry	1	2	3	4	5
1	2	3	4	5	o) Camera and Photo Supplies	1	2	3	4	5
1	2	3	4	5	p) Gifts and Souvenirs	2	3	4	5	
1	2	3	4	5	q) Sewing and Needlework	1	2	3	4	5
1	2	3	4	5	r) Florists	1	2	3	4	5
1	2	3	4	5	s) Family Clothing	1	2	3	4	5
1	2	3	4	5	t) Shoes	1	2	3	4	5
1	2	3	4	5	u) Restaurants (Fast-Food)	1	2	3	4	5
1	2	3	4	5	v) Restaurants (deli style)	1	2	3	4	5
1	2	3	4	5	w) Restaurants (theme)	1	2	3	4	5
1	2	3	4	5	x) Groceries	1	2	3	4	5
1	2	3	4	5	y) C-store / Mini-market	1	2	3	4	5
1	2	3	4	5	z) Antiques	1	2	3	4	5
1	2	3	4	5	aa) Arts and Crafts	1	2	3	4	5
1	2	3	4	5	ab) Auto Parts	1	2	3	4	5

12. Part 1: How important is it to you to have the following services available in Town? *(Please rate on a scale of 1 to 5, with 1 meaning Very Important and 5 meaning Not Important.)* Part 2: How available are quality services, as listed below, in Town? *(Please rate on a scale of 1 to 5, with 1 meaning Very Available and 5 meaning Not Available at All.)*

PART 1: SHOPPING IMPORTANCE

Very Important Unimportant

1	2	3	4	5	a) Appliance Repair
1	2	3	4	5	b) Auto Repair
1	2	3	4	5	c) Banks & Credit Unions
1	2	3	4	5	d) Copy Center
1	2	3	4	5	e) Day Care
1	2	3	4	5	f) Dry Cleaners/Laundry Svcs
1	2	3	4	5	g) Entertainment/Recreation
1	2	3	4	5	h) Exercise Studio/Gym
1	2	3	4	5	i) Hair/Beauty Salon
1	2	3	4	5	j) Health Care
1	2	3	4	5	k) Law/CPA Offices
1	2	3	4	5	l) Professional Offices
1	2	3	4	5	m) Shoe Repair
1	2	3	4	5	n) Delivery & Courier Svcs

PART 2: AVAILABILITY

Very Available Not Available

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
2	3	4	5	
1	2	3	4	5
1	2	3	4	5

13. Part 1: How important are each of following to you in making your choice of shopping destination? *(Please rate on a scale of 1 to 5 with 1 meaning Very Important and 5 meaning Not Important.)* Part 2: How does downtown Town currently perform in each of the following areas: *(Please rate on a scale of 1 to 5, with 1 meaning Excellent and 5 meaning Poor.)* *(Local communities need to edit this list to meet their needs.)*

PART 1: SHOPPING IMPORTANCE

PART 2: CURRENT PERFORMANCE

Very Important Unimportant

Excellent Poor

1	2	3	4	5	a) Selection	1	2	3	4	5
1	2	3	4	5	b) Shopping hours	1	2	3	4	5
1	2	3	4	5	c) Price/Value	1	2	3	4	5
1	2	3	4	5	d) Quality of businesses	1	2	3	4	5
1	2	3	4	5	e) Traffic control	1	2	3	4	5
1	2	3	4	5	f) Promotions	1	2	3	4	5
1	2	3	4	5	g) Customer service	1	2	3	4	5
1	2	3	4	5	h) Familiarity with businesses	1	2	3	4	5
1	2	3	4	5	i) Cleanliness of area	1	2	3	4	5
1	2	3	4	5	j) Parking	1	2	3	4	5
1	2	3	4	5	k) Crime control	1	2	3	4	5

14. Which of the following events are beneficial to the community and to downtown? *(Please rate on a scale of 1 to 5, with 1 meaning Very Beneficial and 5 meaning Not Beneficial.)*

Very Beneficial Not Beneficial

1 2 3 4 5 a) Farmer's Market

Fill in list according to local events

15. What publications do you read?

_____ a) Newspaper 1
 _____ b) Newspaper 2
 _____ c) None

_____ d) Newspaper 3
 _____ e) Other (specify _____)

16. What radio stations do you listen to?

_____ a) Station 1
 _____ b) Station 2
 _____ c) None

_____ d) Station 3
 _____ e) Other (specify _____)

17. What TV channels do you watch?

_____ a) Channel 1
 _____ b) Channel 2
 _____ c) None

_____ d) Channel 3
 _____ e) Other (specify _____)

18. How old are you?

_____ 1) 18 to 24 years
 _____ 2) 25 to 34 years
 _____ 3) 35 to 54 years

_____ 4) 55 to 65 years
 _____ 5) Over 65

19. _____ 1) Male

_____ 2) Female